RESEARCH PLAN PROPOSAL

ROLE OF COMMUNITY RADIO IN WOMEN DEVELOPMENT

(A Case study of community radio Jayoti Vani)

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INTRODUCTION

The growth and development of any country depends on how it effectively utilizes media of mass communication. A communication which reaches to large number of audiences through a single source is called mass communication. There are different media through which mass communication take place like Print media and electronic media.

Radio is part of electronic media in which information is broadcast to a large number of people. The information acts as a tool to educate, inform and entertain the public. So, radio is playing a vital role in development of a country like in India ALL INDIA RADIO. However, questions like Does the information reach to everyone? Does it lead to development of weaker sections? Does there is no influence of government or any private entity etc. The answer to all these questions lies in community radio.

COMMUNITY RADIO is a form of radio which work on the principle of narrowcasting. Narrowcasting means it operates within an area of 10 to 12 kilometer. It is own and operate by local community. It ensures the participation of local people and their issues which are left from mainstream media like public broadcast and private broadcast. Hence it is PARTICIPATORY FORM of radio.

PHIOSOPHY AND EVOLUTION OF COMMUNITY RADIO

Community radio emerged as a critique of mainstream broadcast media. As broadcast media left weaker sections, local people and

women from developmental perspective.so the emergence of ANOTHER DEVELOPMENT (serves,1995) perspective. It focuses on alternative communication system and media practices. The stress is on inclusive forms of participation of people in the economy, political system and media within particular locale. It considers COMMUNITY as unit of analysis which is against modernization and dependency paradigms which were based on tensions between developing countries and developed world.

According to UNESCO community radio is a medium that give voice to the voiceless, that serves as the mouthpiece of the marginalized and is at the heart of communication and democratic processes within societies. Hence it is a process which lead to true democratic nation building.

EVOLUTION

WEST- In west it was emerged as a critique to mainstream broadcast media in 1960 and 1970s.

LATIN AMERICAN COUNTRIES-It was emerged as a critique to commercial oriented radio broadcasting networks. The major thrust was to use radio as a support system in education for the marginalized population (1995).

AFRICA-In Africa community radio was the result of social movement after the demise of apartheid regime. It further followed by democratization, decentralization and structural adjustments.

ASIAN-It was started by international agencies like UNESCO. Main focus was on participatory communication and sustainable development. It gives new understanding of communication as a two-way process. It helped in inclusive development and effective utilization of resources. Major initiatives in Asian countries were Mahaweli community radio (Sri Lanka ,1986), Radio Sagarmatha in Nepal etc.

EVOLUTION OF COMMUNITY RADIO IN INDIA

On 9 February 1995 supreme court gave a landmark judgement in UNION OF INDIA vs CRICKET ASSOCIATION OF BENGAL that AIRWAVES are PUBLIC PROPERTY and it
Should be used for the benefit of public. This judgement was the pioneer in setting of community radio in India.
In 1996 there was a strong movement took place which further led to BANGLORE DECLARTAION. It set the guidelines for operation, management and functioning of community radio. The first NGO to set up community radio in India was deccan development society. Its setup a community radio station in Pasteur 100 km south of Hyderabad in Andhra Pradesh under UNESCO special project.
However, first campus radio was established on 2 February 2004 as ANNA FM at Anna university in Tamil Nadu. It paved the way for opening different community radios in different parts of India.
Recently, A national conference took place whose theme was role of community radio in attaining sustainable development goals.

WOMEN DEVELOPMENT

Women development is a process which brings growth, positive change and progress of a women in all areas. It includes physical, social, political, economic, environment and demographic components. It further helps in empowerment of women.
Women development or Women empowerment is a buzzword in both national and international space. We see women are unheard because of gender hierarchy their roles and different stereotypes. This thing become more important in country like India where different cultural, racial, geographical and linguistic diversity exist. So, to raise the voice of women community radio can play a vital role.
Community radio provides a space for women where they can raise their voice through participation. They can own, operate and manage community radio to highlights their social-economic problems.

Community radio can spread women centric content, aware them about government schemes and their constitutional rights. Overall community radio is indispensable in reducing gender inequalities at household, community, regional, national and international level.

JAYOTI VANI –

Jayoti vani (90.4 FM) is a community radio running by jayoti Vidyapeeth women's university, Jaipur (Rajasthan). This university founded in 2008 with sole motto of development of women through education. Apart from education, community radio jayoti vani is also playing a prominent role in empowerment and development of women.

Tagline of jayoti vani is AAP KI PAHACHAN which shows importance of identity of women in progress of any community, society and nation.

RELEVANCE

Community radio is a part of decentralized process. It establishes a participatory form of democracy as local people becomes part of governance. It ensures accountability and transparency in the governance system by transferring citizen from PASSIVE TO ACTIVE citizens. Although there are many studies took place on community radio but its role changes with time and space.

The main purpose of this study to look how jayoti vani (community radio) playing its role for women development. In this a case study of 10 villages around jayoti Vidyapeeth women's university will be taken. This university is located at Jharna in Jaipur district of Rajasthan so developmental issues of women varies as compare to other parts of world. Besides this the purpose of study is to look financial, operational and functional difficulties faced by community radio for development of women in a local area.

REVIEW OF LITERATURE

Caroline Mitchell (2014) says that community radio forms a FEMINIST PUBLIC SPHERE which act as a tool for empowerment of women. According to him radio is under represented as a mass media as compare to others forms of media like T.V., and print. So, he took empirical study to know role of community radio in women empowerment in Europe.

Sudhanshu Dahil (2013) in his article power, empowerment and community radio stress on importance of community radio in development on women. He took a case study of community radio in Nepal and concluded that community radio played an important role in highlighting violence against women. Community radio challenges dominant power structures by participation of local people in decision making.

Raja Pokharapurkar (1993) in his book 'Rural Development Through Community Television'1993, he analysis role of community tv in rural development. He took a case study of three districts in Maharashtra i.e., satara, pune and nagar. The result was that community tv lowers the gap between have and have nots as people became aware through community tv.so it shows importance community media in empowerment of locale people.

Keval.J. Kumar (2010) in his book mass communication in India talks about alternative approaches to development. Alternative approach focusses on development communication. It means development through communication how media can play its role. Hence more focus on community radio as it helps in inclusive development.

Kelvin Howley (2005) opines in his book 'community media- people, places, and communication technologies' that the community media is grassroots or locally oriented media. According to him mainstream media left the issues of weaker sections and local people. So, community radio helps in participatory democracy, free expression and community harmony. Through community media synchronize different cultures at local, national and global level.

Kanchan Kumar (2005) discusses types of research strategies used to analyses how community radio is being used (and hailed) as a medium for articulating more people-centered development needs and establishing decentralized public spaces for dialogue and collaborative action in India and around the world. The paper presents a basis for evaluating community radio initiatives by sketching approaches for engaging with the stakeholders in this sphere and through the responses of collaborators and participants in these projects.

Sujit Mukta and Aishwarya Bajpai Spectral Color: A study on visibility and expression of spaces for women in community radios - According to them Community radio station is proving to be a valuable instrument for positive social change, a tool for community empowerment and one of the crucial mediums on discourses on human rights. Currently there are more than 250 Community radio s stations and about as many in the pipeline. However, there is very less research on community radio which compares and analyses the scope, representation, language, expression, case studies of women including the listeners with other media especially radio channels.

IGNOU COMMUNITY RADIO: CONCEPT AND EVOLUTION this chapters highlights the importance of community radio and its evolution in world and India. Its emphasis that the accessibility of

information is the right of everyone. Mainstream media left different sections from the outreach of development. Hence community radio is must for inclusive and all-around development of community.

Saima Saeed (2007) emphasized upon the financial and operational sustainability of community radio. The different expenditures issues in operating a community radio were the main points of research. The major suggestions were re orient community radio policies to make it more sustainable. However, there were no concert suggestions to make community radio self-sustainable.

Annete Rimmer (2020) Breaking the silence: community radio, women, and empowerment. Community radio is well documented as giving voice to invisible women, and concludes with an argument for further exploration of this highly symbolic dimension of empowerment, whereby women overcome technological fears and break their silence by broadcasting diverse voices. The project challenges UK commercial and public broadcasters to learn from the global south that community radio is an effective method of development with potential to enrich the mainstream media world.

Nitya Jacob (2007) opines that being a simple and cheap means of communication, community radio empowers communities. He emphasizes on participatory programming and tries to establish community radio as a medium for the marginalized. Nitya gives examples of CR stations like Mandakini ki Awaz, Garhwal hills of Uttarakhand started in 2001, Henwal Vani from Chamba were community reporters' interviews villagers, compose songs and stage skits for radio programs.

Yalala Nirmala (2015) - Role of community radio in empowering women in India. Community radio acts as a third tier which raises

voice of the voiceless and marginalized communities. It empowers women by awareness and increasing their bargaining power in social, cultural, political and economic sphere. According to him development of women indirectly leads to development of country. She took the case study of NAMMA DHWANI India's first cable community radio stations in Karnataka.

Esther.S. Kar (2010)- social impact of Community radio stations in India: Enhancing participatory development and women empowerment -Major focus was on capacity building and financial sustainability of community radio. It emphasizes on various issues which are hampering growth of community radio.

S. Scifo (2015) -Technology, Empowerment and Community Radio. This article will provide an overview of the conceptual contours of community media and community radio, highlighting some of the key questions shaping the debate and, with the help of a case study, show how digital media in the context of community radio can help local groups to get a voice in their local media systems, and how a university-based radio station, and its students and volunteers, play an important role for a more diverse and vibrant media content available in their area.

Frank Kirshner (1998) is of the opinion that community media should be to serve the interests and aspirations of the community. The people should be reached where they are. The intention is to promote human development consciously at whatever level of education development, interest of understanding the community is currently at- so that people may learn to diagnose their own problems and clarify their objectives.

Hence, Review of literature provides a clear insight how community radio is playing a prominent role in development of local communities. However, there is no study on community radio which completely dedicated to women development. This study will reveal new aspects of women development through dispensation of women centric programmes and participation of women in a community radio. It will also provide concrete solution to improve financial and operational viability of community radio. Besides there is no study on role of community radio in women development at Jharna in Jaipur district of Rajasthan.

Objectives

I. To analyses the role of community radio in women development in the given area.

II. To identify the needs and meaning of women development for women in the given area.

III. To study women empowerment through women development

IV. A comparative study of women development before and after community radio in the given area.

V. To assess the financial viability and operational feasibility of community radio.

HYPOTHESIS

1. Community radio can helpful in women development in an area like Jharna and adjacent villages.

2. Women Development can play a vital role in women empowerment.

3. Community radio can be part of government projects and schemes.

RESEARCH DESIGN AND METHODOLOGY

- **Area, universe and sample**

The area of study will include 10 villages within 10-12 km of community radio Jayoti vani. The universe will be all the population of villages.so we will use random sampling method as area is vast and wide. The sample size will be 500 people (50 people from each village), out of 500 the majority of portion 75 percent (375) will be women. Besides this data will be collected from people representative, government officials and public institutions.

- **Tools of the study**

a. Unstructured Interview-It will be a set of supplementary questions which will random and lack structure form. It will help in qualitative analysis.

b. Case Study-There will be in depth case study of role of jayoti vani in development of women in Jharna and adjacent villages in Jaipur

district. Apart from this financial viability and operational feasibility of community radio

c. Questionnaire -It will be used to collect primary data from respondents. It will comprise set of questions whose responses will help to analyses the real picture of community radio role in women development.

d. Observation-Personal observation will strengthen the qualitative study of the topic.

e. Secondary Sources-It will help to supplement primary sources from respondent. It will also support the investigator to know theoretical aspects of the study.

DATA ANALYSIS TOOLS

After collecting complete data next step is to structure and analyses data using data analysis tools. Under this we will use tools like tabulation of data and using graph or bar chart for representation of data.

LIMITATIONS OF STUDY

• Responses for respondent will be consider true but they may vary due to patriarchal structure of society and other socio-economic conditions.

• The role community radio may vary with time and space so we cannot universalize the study.

• In any empirical study paucity of time, human resources and space are major hurdles.

• We can minimize human error but cannot neglect it.

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